

ENGINEERS PREDICT BIG SAVING FROM HEAVY OIL MOTOR

By Israel Klein. Advocates of the Diesel, crude oil burning, engine for automotive as well as industrial use, have moved up another notch in the climb to their goal.

The first commercially developed high speed Diesel engine has made its bow in a severe test at Springfield, Ohio, and has been declared a remarkable success. It's of the kind, says Diesel engineers, that could very well be used for automotive travel, and which in fact these engineers predict will be common in motor cars ten years hence.

The new engine turns as fast as 1,200 revolutions a minute, a speed that makes the Diesel possible for automotive use. The best speed possible heretofore in Diesels of this type was 200 revolutions a minute.

Many Less Parts.

No spark plugs, no ignition system, no carburetor bother the operation of this engine. Long tappers, rocker arms, valves and such things that make a gasoline motor noisy also are absent. In fact, it's said, the modern Diesel of automotive type has upwards of fifty parts less than the gasoline motor.

And the whole thing runs on the crudest of crude oil at a cost less than one-fourth that of modern auto fuel. In fact the engine could run on buttermilk, since this liquid contains the essential qualities found in crude oil.

H. C. Blake, president of the Springfield concern that built the latest Diesel, sees an annual saving of more than \$30,000,000 in the building trades alone through use of this crude oil burning engine, for it will supplant the gasoline engines now used in tractors, excavating machinery, dredges, cranes and other construction material.

Would Save Much.

"A Diesel engine," he says, "cuts the operating cost of a gasoline motor eighty per cent. A Dieselized automobile would run fifty miles on a gallon of crude oil costing but five cents, while you know the present day car gets only around seventeen miles on a gallon of gasoline."

Although the makers of the new motor are devoting their efforts at present entirely to its manufacture for construction machinery, they believe the time of the Dieselized motor car is not far distant. The engine will occupy no more space than the present motor, they say. It will be many times as powerful and will burn almost any oil that can flow through a pipe.

And the engine, they add, will outlive three present-day gasoline engines.

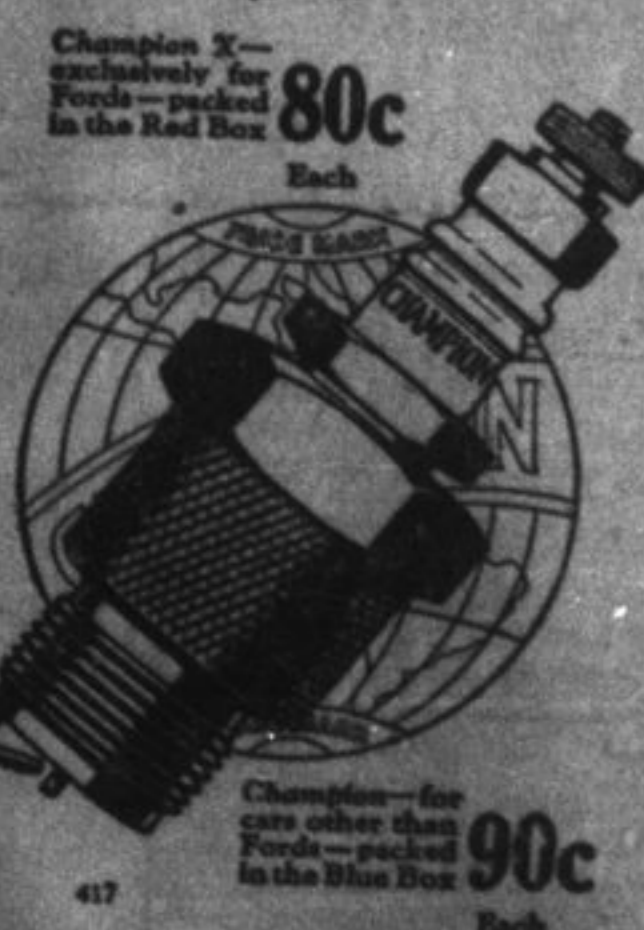
At the same time a great saving in motor fuels will be effected, for gasoline has been going lately at an alarming rate.

THE NEW CHEVROLET HAS FAR MORE POWER AND LESS VIBRATION

Heralded as "The Smoothest Chevrolet in Chevrolet History," the new Chevrolet has considerably more power and less vibration than previous models. The Chevrolet Motor Company of Canada announces many new refinements in the Chevrolet power plant and striking colors in the famous Duco Finish. It also announces an addition to the Chevrolet line of two attractive models—a Sport Touring and a Sport Roadster. To render the Chevrolet motor still smoother the manufacturers have introduced a new design cam shaft in addition to the new light weight pistons of the skeleton type and the enclosed valve lifter and rocker arm assembly. The result is a flow of power which is smooth and effortless and equal to that of many multiple-cylinder cars. In city traffic the Chevrolet gets away quickly and easily. In the coun-

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We make Champions the very best we can. Their superiority in design, finish and careful manufacture is readily apparent if you compare Champion with any other spark plug. But you must drive with them to know how very much better they are.



Champion for every engine. Dependable for Every Engine. A Canadian-made Product. Windsor, Ontario.

How long do automobiles really last



THE bright light of public interest is beating most fiercely on one feature of today's automobiles—how long will they last?

Buyers have recognized that the largest single cost of motoring is depreciation—and longer life means less depreciation per year.

Buyers have also learned that the construction that makes for longer life means fewer repairs and therefore, less maintenance cost.

The keen and widespread interest in these things is evidenced by the great volume of claims about length of life being made on every hand.

Get the Truth About Long Life from This Book

The booklet, "How Long Do Automobiles Really Last?" tells the truth about the length of life of American automobiles.

It shows how length of life is figured by both popular and scientific methods... and the results of these independent methods.

It gives you a guide for getting the most from the dollars you wish to invest in an automobile. It helps you to estimate what your average yearly depreciation cost should be. Ask or send for it today.

The Most Amazing Thing This Book Discloses

The revelations of the actual figures on motor car life may astonish you in many ways but most amazing of all is the leadership in long life which the data demonstrates.

Reo—always a moderately priced car—outlasts all the creations of all other American manufacturers.

Quietly, efficiently, for twenty-one years, Reos have gone up and down the roads and streets piling up

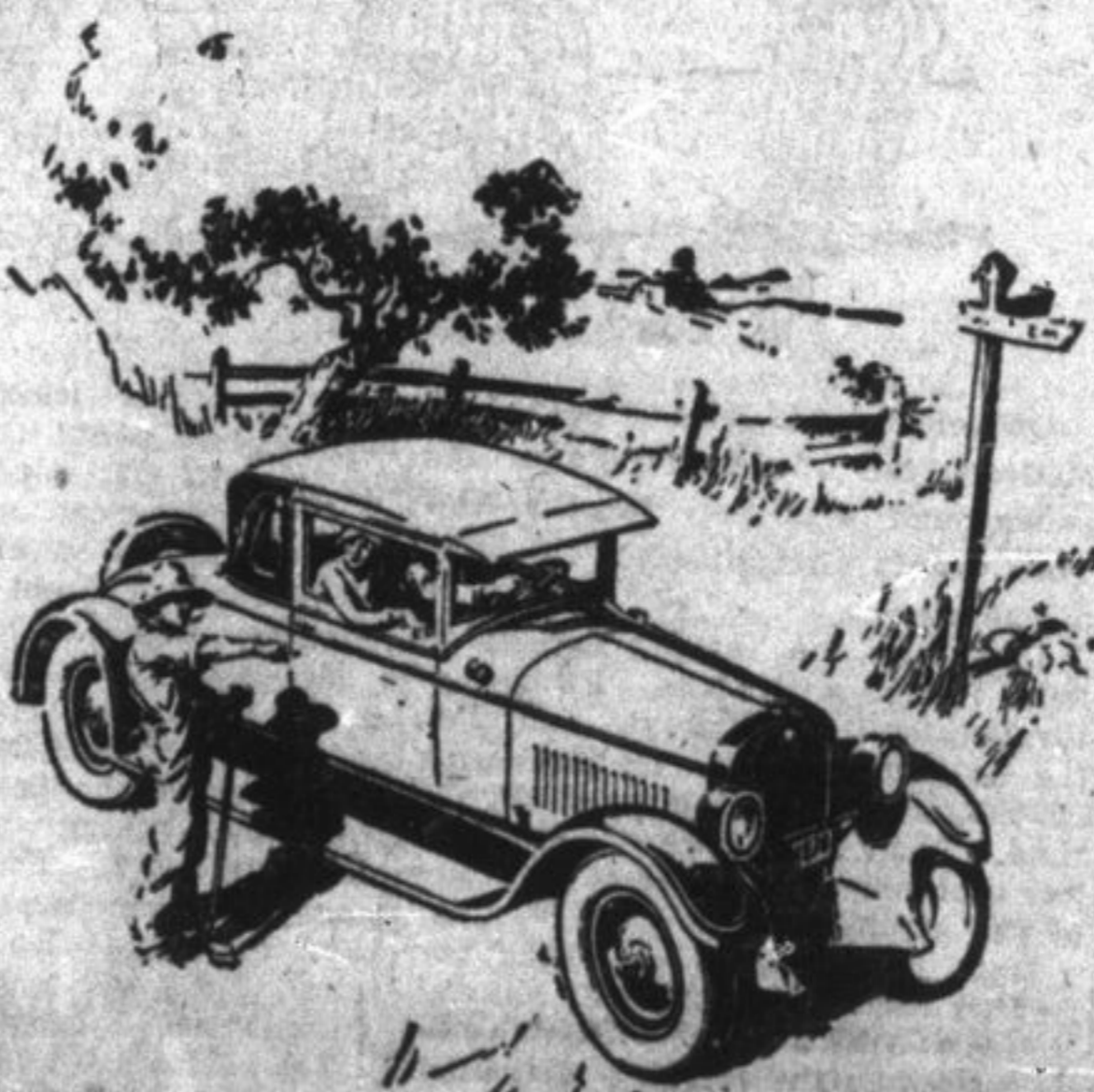
REO MOTOR CAR COMPANY, OF CANADA, LIMITED - Windsor, Ontario

achievements in endurance that would be spectacular if Reos cost as many thousands of dollars as they do hundreds and if they had been groomed and driven continually by expert chauffeurs.

In the Hands of Average Owners

Instead of having constant grooming and expert driving over picked highways, the Reos which have established unchallenged leadership in long life have done it over all the roads and streets of the nation.

Reos have done this because of sound engineering and sturdy construction, because they seldom need repairs and because they are kept fit at remarkably low labor and parts cost.



Ask for the Booklet Today

Ask or send today for a copy of this revealing booklet, "How Long Do Automobiles Really Last?" There's no obligation attached.

Models That Meet the Demands of Tomorrow

"There are two great advances demanded by the public," says Ray W. Sherman, Editor of Motor:

"1. One is cars that will give service for years and not have to be traded in.

"2. The other is maintenance that does not lay a car up for so many hours as is now the custom and necessity."

Reo leads all American cars in meeting both of these demands.

Examine any one of the Reo models listed here. You'll find them very good-looking—that type of appearance in such good taste it does not grow old. Ask a Reo salesman to show you the proof of Reo's longer life—for not one American car lasts as long as Reo—not one. Make him show you the Reo construction that keeps Reo from needing repairs, yet, when repairs are necessary, makes it possible to do the work more quickly and at less cost than is common on ordinary cars.

Choose the Model That Suits Your Needs

The Special Sedan—the finest model of America's longest lasting car, upholstered in the best mohair obtainable, and many other appointments increasing beauty and luxury.

The Standard Sedan—not so lavishly appointed as the Special Six but built to satisfy the demands of 90% of those who want a five passenger closed car of handsome appearance, extreme comfort, freedom from troubles, and economy.

The Coupe—the sturdy, dependable car for those who must have personal transportation day in and day out.

The Special Roadster—Reo's fastest model, a flashing brawny master of miles, in various colors.

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NEW AND IMPROVED SEDAN

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try it rides comfortably over rough roads, speeds along the highways and sweeps up steep hills.

Those motorists who have associated annoying vibration with the operation of four-cylinder cars will be agreeably surprised by the smooth performance of the new Chevrolet. In addition to the quieter engine, Chevrolet has three-point motor suspension which greatly reduces the transmission of vibration through the frame to the body. Even at continued speeds of 40 to 50 miles an hour there is remarkable freedom from vibration.

GOOD ROADS CHART DISPLAY.

Interesting Feature Will Be Exhibits of Highway Building Methods.

The people of Edmonton have organized to contribute toward the anticipated success of the forthcoming thirteenth annual convention of the Canadian Good Roads' association, which is set for Tuesday, Wednesday and Thursday, Sept. 28, 29 and 30, at the Macdonald hotel in Edmonton. John Blue, secretary of the Edmonton Board of Trade, has informed the head offices of the Canadian Good Roads association in Montreal that five committees have been formed of prominent citizens and their ladies, under these heads: Local executive, local publicity, ladies, reception and entertainment. The chairman of the latter committee is Mrs. W. A. Griesbach, wife of General Griesbach, ex-M.P.

The suggestion made by the executive committee of the Canadian Good Roads association to the western provincial governments that they cooperate in a joint exhibition in connection with the convention at which would be displayed models, charts, photographs, lantern slides and films illustrating highway-making methods in the west and the creditable achievements of the various highway departments in developing their provincial road systems, has been well received, and it is expected that the exhibition will be one of the most interesting features of the convention.

Cops to Carry Cameras. Cincinnati, Ohio, policemen will be equipped with cameras in addition to night sticks. It is thought that cameras will provide a useful adjunct in accident cases, as the officer will be able to take a picture of the actual accident and many disputes by witnesses will be avoided.

Car Has Screens. Matt F. Morse of St. Louis has fitted his sedan automobile with screens. The purpose of the screens is to keep out bugs which inconvenience him during night touring.

Insurance Rates Vary. Motorists of Southern California have the cheapest rates on their cars of any section in the United States, according to rate schedules issued this year. Full coverage for a policy of \$300 in Los Angeles costs the owner \$76. The same policy costs the owner in New York \$144.

Because of the whirling taxis in Paris, men and women motorists in France keep out of the city as much as possible. They say it is too trying on the nerves. Many of the drivers who go regularly to the Parisian city, park their cars on the outskirts and travel the balance of the way by trolley or taxi.

FRECKLES AND HIS FRIENDS



BAD NEWS

By Blosser